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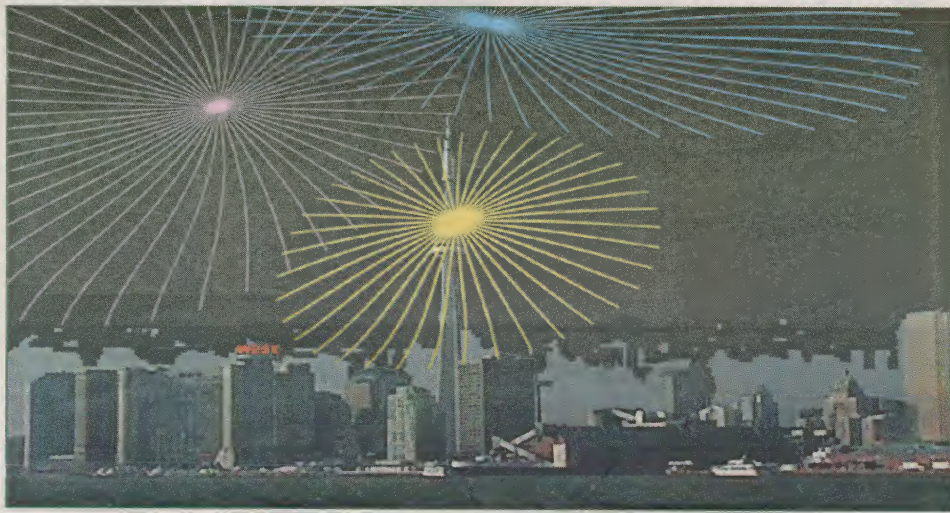
THE STUDENT COMMUNITY NEWSPAPER
OF GEORGE BROWN COLLEGE, TORONTO

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Toronto greets the millennia with pyrotechniques from the CN Tower. Image by Edin Scini Stokell

Major Changes for our College

by Allan Stokell

On December 15th, just before the Holiday Break, George Brown College President, Frank Sorochinsky announced a College Wide Action plan. This plan, kindled from ideas generated by the more than 850 staff members who participated in Building Our Future forums held two months earlier, is a step by step plan to bring about immediate changes in the way things are done at the college.

"This action plan is a strong agenda for positive change. We must now move the change initiatives from a project...into the mainstream of our College," says Sorochinsky.

These college initiatives stem from the results of last years KPI Performance Indicators, and the desire of the majority of staff to make improvements to increase the quality of education and the satisfaction of our colleges' students.

KPIs will shortly be tied to provincial government funding. If George Brown College students don't like their facilities or the quality of instruction, the provincial government will take away funding.

Sorochinsky's Change Project includes a fourteen part action plan with

detailed time deadlines for change. Included are plans to dramatically improve student success and student retention rates by providing enhanced support for all students, especially those who may be under prepared for the demands of their programme.

Other areas covered are the quality of delivery of in-class learning, improved enrollment systems that are responsive to market needs, improved classroom equipment, and on-going course quality assurance and relevancy.

One of the plans objectives is "to ensure that the College has a staff complement and competencies it needs to be among the top performing colleges in the system by 2003." To do this the College plans to seek an agreement that will enable full-time faculty to teach continuing education courses, strengthen and focus the college's leadership capacity, give the staff the "freedom to act", with the maximum flexibility and independence in their jobs ensuring that every staff person is committed and enabled to serve the people who need their help.

To ensure effective communications with all members of the college community and its external partners the College proposes to resurrect City College News as a bi-weekly newspaper.

Other aims include ensuring each department has established objectives, strategies and work plans that support the Change Project. There will be clear lines of accountability permitting broad-based participation through skilled facilitation.

Much of these changes will take place starting immediately. As Sorochinsky points out "The transition won't be entirely smooth. Significant transitions never are. We must persist and stay the course...for our students, ourselves and the future of George Brown College."

The Student Association will be joining with the college to host a forum as part of this Change Project.

The college has been actively

working with faculty, staff and students to identify areas of improvement.

Wayne Poirier, Executive Director of the Student Association believes the next stage is to determine student support for the Change Project and College Wide Action Plan.

"The Student Association and the College will be hosting an information session to allow students to have a voice in the push for improvements within our community" says Poirier.

The meeting is planned for January 27th, 2000 from 3:00 to 5:00 PM at the Casa Loma Student Lounge. Shuttles will run from St. James and Nightingale. Register at your SA office so plan to attend!

SPECIAL SECTIONS IN THIS ISSUE

BEST/WORST: George Vajna gives his New Year's list of movies and Albums page 6

HOROSCOPES: Find out what 2000 has in store for you. Check out page 11

FREE LOVE: Yes, we are offering our free love personals again this year. Go to page 11

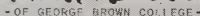
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diatribe

by Alda Kang

Welcome back! I hope every ones holiday was enjoyable. Are you recuperated from all of the festivities? The stress of the holiday season? All of the preparation, planning and spending time with extended family.

Why has Christmas and all other holidays become such a hectic time of year? One concern of mine perhaps because I don't have a child, is the craze of getting your child the "right" gift. All of those toy merchants pawing off what is supposed to be the hit of the Christmas season. If you don't your kid could be the only one on the playground without a \$300 Sony-whateveritscalled video game.

There is this twisted myth that Christmas has to be picture perfect. The more you bend over backwards the better the Christmas. Stress is all about Christmas. And of course the more money you spend the more you care. Granted life can be easier when you have money, but maybe people should not let these corporations dictate how to live their lives and feel free to enjoy what they have with out

feeling its meager.

Thoughtfulness doesn't count anymore. For myself, since I am a student, my shopping never gets done until after classes are finished. People who have all of their shopping done by Dec 1 confuse me. Of course this year I was stuck the Saturday before Christmas at the Eatons Center trying to wade through the crowds.

And what is with all of the slick new ads that come out right after Halloween? Do you ever have commercials that stick in your head? This commercial I'm about to write about is not an Christmas commercial, but its been stuck in my head for a while. It's a Crest tooth-paste commercial. The kind thoughtful makers of Crest tooth-paste have gone to a small village in Africa to teach them about dental hygiene. How kind and generous, the charity!. Apart from the fact that for a couple thousand years now, tribes in Africa have had their own method of cleaning their teeth,



that is completely natural and free of cost. There are plants that grow in Africa which are chewed to clean teeth. Researchers in North America are now studying the use of this plant. So why should these tribes adopt tooth brushing? So the corporation can look good by going there and making a commercial about what they are so "graciously" doing. They now have another market to brainwash into using their products. Fresh meat!

Continued on pg 10

Dear Editor,

On behalf of the Women's Center, and the students of George Brown College, I would like to thank all of the individuals and companies who came together to make Christmas a little merrier for more than 200 families this year. Their generosity made a marked difference for students with families who needed some extra help. The Women's Center cannot thank them enough for their contributions to the clothing and food drive. There are a few special people I would like to give a special mention to.

• Shannon Montgomery and friends from the Salvation Army who were always very kind and thoughtful

• Barbara Penns from Loreal Cosmetics in public relations who returned my calls right away and was very special, also Mary James who guided me to the right person

• Alexander Hubson of Chum City who was so patient and Mark Levy of the warehouse

• Valerie Wilson of Pharma Plus who was kind enough to take the time to review our case in a short time

• Natalie Joseph of McDonald's who donated coupons and help for upcoming events

• last but not least, Graham Barnes of the Scott Mission who were very generous in sharing their Star boxes with us

All of the students who received the gifts insisted on expressing their appreciation. The men women and children wanted to thank the contributors for their generosity.

Fariba Fard

HEAD UP INTO THE WIND

by Allan Stokell

At Christmas time, our friends Colin and Christina dropped by for baked brie and port. Sometime during the conversation, after the second bottle of Cabernet, we began reminiscing about the time when we decided to circumnavigate the Great Lakes in Colin's sailboat. One particular time we were on Lake Erie in a dead calm. Normally we would motor when there was no wind, but this day the engine was not working and we had every sail up, in an effort to catch even a modicum of air to propel our becalmed vessel.

I was left at the helm as Colin tinkered below with the engine. It was one of those July blue sky days when the sky was steel blue and the horizon almost invisible with haze.

Suddenly, I noticed that the sky was turning from steel blue to grey and a wind storm was rapidly moving towards us. I shouted to Colin, who poked his head up through the hatch, quickly summed up the situation and shouted back "Head up into the wind!" This maneuver would

certainly save the boat from damage and destruction, as there was no time to take down the sails, or even reach for a life preserver. But the storm was still not upon us and in the dead calm, and without any motive power, it was

impossible to turn the ship n any direction. We were stuck headed in the direction we already were.

The storm struck us with great force. The ship, ninety degrees to the wind and with full sail, went over sideways with such force that I feared we would capsize.

This is one time I did not want to be the one charged with directing the ship. As the storm raged all we could do was hang on for dear life and hope it would end soon and we would survive the ordeal.

On a Wednesday just before the end of the first semester, when my hair desperately needed colouring, George Brown College President Frank Sorochinsky announced major changes for the college.

This is a move I can only describe as way overdue. Last year, Key

Performance Indicators told College academia that students were unhappy with the performance of the college. They listened.

For months now, groups within the college have met to decide how best to assure improvements to the system are made.

Frank's moves are to be applauded. We need someone with the fortitude to make change happen.

What lays ahead may be very much like my sailing experience. We could see the changes coming ahead, in the form of a wind storm, we even knew exactly what to do and how to react to those changes, but we couldn't change direction in time and when that change swept over us it was with such force that it almost destroyed our vessel

and its' crew. Because I was at the helm of the ship, it was my responsibility to be able to change directions quickly. I was caught off guard, I didn't see what was coming soon enough. I could not head into the

wind. I was not prepared.

That said, I'd like to address some issues that students may have concerning these changes.

Change is good, and no one knows this more than our students. They come from the Ontario secondary system as well as from the school of experience. In some courses, mature students are in the majority. Either way we are all students in the system and we are all seen equally. Someone at George Brown College allowed things to get to the state they are. Can we trust them to get us out?

Too many times students tell me of instructors who appear to be ill prepared to face the challenges offered by today's students. To those people I say two words, "Early Retirement".

To the rest of us, let's go forwards to build our future, confident that we will have the resources we need, the skills we attain, and the insight we deserve.

The Student Association is involved with the changes taking place at the college. It is critical that the voices of students and alumni are heard. As both a current student and a recent alumnist, I will be attending the January meetings and expect me to be quite vocal.

Another part of Frank Sorochinsky's plan includes resurrecting the old City College News as a bi-weekly newspaper in competition with the Continued on pg 10



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Hey January Students!

Some Important Benefits Information

by Brad Mifsud

This is now the fifth year that the Student Association has provided students of George Brown College with comprehensive health and dental benefits. The plan began in September of 1996, after students were surveyed regarding their interest in this type of coverage. The response was overwhelmingly in favour of providing this service. Over the years, the type and length of coverage have changed, but not the Student Association's commitment to offering this valuable service.

In the 1999 school year, the Student Association became members of the Canadian Student Health Network, operated by Gallivan and Associates. We view this affiliation as a huge step forward for both the Student Association and you, the students of GBC. The benefits include:

- on-site administration of the health plan by a trained professional
 - a web-site address to increase the accessibility of information regarding the plan
 - student workshops throughout the year on relevant health related topics.
- We would like to also remind all January-start students of the upcoming deadlines involved with your health and dental plans. The deadline to opt out of coverage as well the deadline to add family coverage to your plan is February 11th, 2000. Please note that this deadline is only applicable to January

Start students as September students had a deadline in October 1999!

If you already have existing comparable coverage, you should be advised that it is possible to co-ordinate your benefits, thus keeping both coverage policies. This option will prove to be very advantageous for students since it will increase your coverage and decrease or eliminate your out-of-pocket costs. You can do this by using one plan to cover costs in excess of maximums set under the other plan as well as by increasing health related services you can receive.

We look forward to working with you to improve this service even further. For more information on the student health and/or dental plan, we encourage you to call the health plan office at (416) 415-2443 to speak with me, the Health Plan Administrator: Brad Mifsud. You can also stop by either of the Health Plan offices. At the St. James campus the office is in room (-121). At the Nightingale and Casa Loma campuses, the Health Plan office is located in the Student Association office. Information on the plan and refund opportunities for those students already covered by alternate insurance can be found at the Health Plan office, in the student handbook, "The Source", or through the Canadian Student Health Network web-site at www.cshn.com

Brad Mifsud is the Student Health Plan Administrator.

STUDENTS PREPARE TO STRIKE ACCESS 2000

by Todd Corvetti

Students of post-secondary education have been treated as if they are the governments' punching bag for far too long. \$7 billion have been cut from post-secondary education and training in the past five years. With an additional \$800 million in educational cuts expected, it is obvious that students will be kicked when they are already down. Access 2000 is fighting back. Access 2000 is the campaign of the Canadian Federation of Students (CFS), designed to heighten pressure on federal and provincial decision-makers to implement crucial measures

for higher education. On February 2nd students from campuses across Canada, including George Brown College, will be striking for quality education. The day of strike will include marches, protests at

"predicted to be the biggest student demonstration"

financial institutions, and finish with rallies across Canada. "It's predicted to be the biggest student demonstration ever to happen in Canada" says Joel Harden, Chair of the CFS-national component. Student associations across Canada

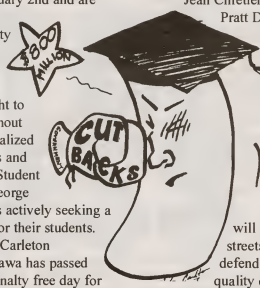
have been asking their post-secondary institutions for a day of academic amnesty on February 2nd and are receiving it.

Academic amnesty will allow students to participate and exercise their right to demonstrate, without fear of being penalized for missed exams and attendance. The Student Association at George Brown College is actively seeking a day of amnesty for their students. The President of Carleton University in Ottawa has passed a motion for a penalty free day for the student strike. "On February 2nd, 15,000 fired up students are going to converge on the Capital,

demand there right for accessible education and lay the smack down on Jean Chretien" said James

Pratt Director of Educational Affairs, Carleton University. On the day of the strike, students from Ryerson, York and the U of T will rage onto the streets of Toronto and defend their right for quality education.

George Brown students will rally with them.



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Days of Action WALK OUT ON FEBRUARY 2

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The medium and the messenger

By Mark Guppy

The Manitoban (University of Manitoba)

WINNIPEG (CUP)—The guy from Uptown finishes his interview with David Suzuki early. The publicist and I walk over to Suzuki's table, and introductions are made. The publicist asks if he can get Suzuki anything, and he asks for a decaf.

I can see the remains of Suzuki's dinner on his plate. He's a pretty neat eater - I can't see a trace of food in his mustache, which gives him the appearance of a walrus.

An entire generation of Canadians has been raised watching Suzuki's nature documentaries. He has the benign presence that Mr. Dressup has - he has in fact been on the air longer. Suzuki has been the host of *The Nature of Things* since 1961. How does it feel to be an icon?

Suzuki says he doesn't see himself as the centre of attention, but he is aware of the reach his show has. "I'm very proud of the series," he says, "it's the longest running series on the CBC. I can't imagine what [our] culture would be like if we hadn't had *The Nature of Things*."

Canadian talent has a tendency to fly south, but Suzuki is satisfied to stay here. "When you look at the United States, PBS plays to a trivial audience. None of the major networks attempt to deal in any serious way in prime time with the kinds of issues that we cover on *The Nature of Things*."

Although his show reaches quite a few people, Suzuki doesn't think that the program has had any impact on

our popular culture. Still, he likes to believe that he has made a difference, no matter how small.

"I would like to feel that I've inspired a lot of younger people to consider a science degree. I hope that I've turned people on to environmental issues, and that maybe a few people as a result of a show or series of shows have changed the way they behave."

However, he adds, "In terms of Canada in general, I don't think that I've had any impact at all."

What does he see as the reason for this? "We're all overwhelmed by things coming at us," he says, "and *The Nature of Things* is just another show. We're in show biz, and there's a tiny subset of viewers who watch television very seriously. Most people are using television basically to pass time away."

In his book, *From Naked Ape To Super Species*, Suzuki makes many references to Neil Postman, an outspoken critic of television. I wondered what Suzuki thought of Postman, an Arts professor speaking out on scientific issues.

"I value him very, very much because he raises issues that you almost never see raised by scientists or engineers," says Suzuki. "He looks at it in a much broader cultural context. If wasn't for the fact that he was outside of the science faculty, he might be a very different kind of critic."

At first I found Suzuki's admiration of Postman puzzling. After all, Postman argues that the educational television Suzuki is involved in is

worse than the commercial garbage found on the American networks.

Suzuki was initially optimistic about what could be done, but he eventually came around to Postman's way of thinking. "When I began television -

I believed my programs would glisten like jewels and people would pluck me out and I would be different. What I discovered is, when you jump in a cesspool, you look like a turd like everybody else.

my first shows were in 1962 - even in '62 you knew that most of what was coming on was crap," he explains. "It

was like going into a cesspool.

"But what I believed - I was a much younger man - was that my programs would glisten like jewels and people would pluck me out and I would be different. What I discovered is, when you jump in a cesspool, you look like a turd like everybody else."

Suzuki says the reasons for this aren't all that surprising. "People have the TV set turned on from the time they come home and its just there - its in the background. They don't remember in the end whether it was on Suzuki's show or on *That's Incredible*."

While Suzuki recognizes the importance of Postman's criticism, he doesn't have a problem staying on the air. "I would have gotten out of television a long time ago given that critique. [However] the reality is that television isn't going to go away, and I know that there is a small subset that are very influenced by one or two small shows."

In the end, it's that small core of dedicated viewers who make it all worthwhile for Suzuki. "That's what I'm interested in now. There are people who use the program who feel informed and empowered by it - or inspired by it - and will go on and do things."



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Illustration by Mariana Malova

Top 10 of 1999

By: George Vajna

THE BEST FILMS OF THE YEAR

1. American Beauty
2. American Pie
3. Analyze This
4. Arlington Road
5. Being John Malkovich
6. The Blair Witch Project
7. Bowfinger
8. Deep Blue Sea
9. Eyes Wide Shut
10. Fight Club

THE WORST FILMS OF THE YEAR

1. The Astronaut's Wife
2. Baby Geniuses
3. Breakfast Of Champions
4. Chill Factor
5. Deuce Bigalow:

Male Gigolo

6. Dogma
7. Eight Millimeter
8. eXistenZ
9. The Haunting
10. Happy Texas

THE BEST ALBUMS OF THE YEAR

1. Backstreet Boys - Millennium
2. David Bowie - Hours
3. Sarah Brightman - Eden
4. Chris Cornell - Euphoria Morning
5. Eurythmics - Peace
6. Bryan Ferry - As Time Goes By
7. Macy Gray - On How Life Is
8. Baz Luhrman - Something For Everyone
9. Moby - Play

10. Pet Shop Boys - Nightlife

THE WORST ALBUMS OF THE YEAR

1. Fiona Apple - When The Pawn...
2. Jeff Beck - Who Else!
3. Blondie - No Exit
4. Chris Gains (Garth Brooks) In The Life Of Chris Gains
5. Bush - The Science of Things
6. Cassius - 1999
7. Elton John - Aida
8. Mike Oldfield - The Millennium Bell
9. Kim Stockwood - 18 Years Old
10. Suede - Head Music

THE BEST TELEVISION

SHOWS OF THE YEAR

1. Action
2. Felicity
3. Frasier
4. Roswell
5. The Simpsons
6. South Park
7. That 70's Show
8. Whose Line Is It Anyway?
9. Who Wants To Be A Millionaire?
10. X-Files

THE WORST TELEVISION SHOWS OF THE YEAR

1. Ally McBeal/Ally
2. Beverly Hills 90210
3. Family Guy
4. Snoops
5. Time Of Your Life

ANALYSIS

We have New Year's Eve instead of Christmas...

by Oleg Kremiansky

In former Soviet republics and today's independent countries, such as Russia and Ukraine, Christmas Day has been getting back its previous significance. But New Year's Eve is still the most admirable and charming holiday. During Soviet times, New Year's celebration used to be the only one with an atmosphere relatively free from the garbage of official Communist hoopla. Officially, the most important holiday in former Soviet Union is supposed to be The 7th day of November, when the Bolshevik revolution erupted in czarist Russia back in 1917. Unofficially though, many ordinary Soviets like myself considered New Year's Eve as their, the most sacred holiday. Communist rulers were aware of these "politically incorrect" preferences. But what could they really do to prevent it? Jail us all? Unlikely, it was not in fashion anymore. At least not as an appropriate punishment for wrongful holiday preferences.

During ruthless regime of Lenin and Stalin, Christmas celebrations both Catholic and Orthodox, were blacklisted as "alien harmful habits from the past," doomed to be forgotten and disappear. It was highly dangerous for people to celebrate Christmas since punishment for mere celebration could mean prison, a concentration camp, or an death verdict without a right to appeal. Well, Bolsheviks, having made a militant atheism the official "religion" of newly created country, in a long run have succeeded in burning out any Christmas feelings, let alone any religious beliefs related to this holiday. However, Bolsheviks were unable to stop this planet turning, so New Year's Eve has been left almost untouched. Afterwards, New Year's celebration have filled the huge hole in people's lives, having replaced Christmas and thereby adopting many of traditional Christmas features. At last, these awful dark years of Lenin-Stalin had gone forever. Bosses of the ruling Communist Party have wisely let celebrating New Year's Eve go, otherwise, I think, the Soviet Union would have ceased to exist well before Gorbachov's perestroika.



We all were lucky enough to celebrate the New Year's without fear of persecution, because it was the only holiday that didn't carry the usual communist propaganda noise and annoying preaching about how to live and whom to love. At these often snowy nights we were free to remember not a Central Committee of Communist Party events (I mean, highly profiled and highly boring official events), but our personal successes and failures. At these nights we have finally been left alone to talk about our families and friends, and not about Lenin, Stalin, Brezhnev, or somebody else. We took advantage of this opportunity to dream not of "Peace in the whole World", or "Fraternity among world nations and peoples" (even though that was not a bad idea at all), but of what we were going to achieve in our lives.

On last night of the year we preferred to gather together, either with our families, or with our friends-it didn't matter. We

placed nicely decorated boxes or bags under Christmas tree, which we called just a "Fir Tree" since to us it had nothing to do with Christmas. We exchanged gifts with best wishes. We loudly cheered each other with ringing glasses of Champagne and silently wished for better times.

Each New Year's season it felt the same atmosphere on those icy streets and in every building decorated with lights (here we say "Christmas lights", there it's called "New Year's lights"), multicoloured balloons, fly swatters, artificial snowflakes and, of course, figures of Santa Claus whom we called "Ded Moroz" (The Grandpa Frost) and his granddaughter named Snegurochka (I have no idea how to translate it).

Here I feel very similar atmosphere on Christmas... Yet, I give and receive presents on New Year's Eve. Is this the matter of habit? Most likely. Besides, I like it this way.

When good girls go *bad*

By Denise Ing, Alleen Mirakian & Jess Merber

The Varsity (University of Toronto) TORONTO (CUP)—The story goes this way: A young girl dreams of stardom in Hollywood. She makes her way there, and through girl-next-door good looks and sweet demeanour, she gets the pivotal screen test that takes her to a good teen sitcom or drama or whatever. The young starlet is satisfied with the adoration of teenage boys until she realizes that there is more to life than being a starlet: like being sexy. In an attempt to prove her budding sexuality, she: a) has an affair with an old man b) poses for Playboy c) poses for the cover of Maxim.

If you picked c), you're right. More and more wholesome starlets are exposing their nubile bodies for the titillation of young boys and grown boys alike.

In the early years of cinema, the girl-next-door was just that. Leaving the stereotype behind was difficult, if not impossible. Recall, if you will, the case of Mary Pickford, an actress who was never able to shake her girl-next-door image. Even into her forties, Pickford was playing the kind of sweet ingenue who saved her family from ruin just by being really sweet.

The trend continued until relatively recently. Recall, if you will, the case of Molly Ringwald. The favourite of eighties teen flicks and John Hughes, she tried to make a comeback as a mature actress by downplaying the red in her hair. Needless to say, she failed. If only she knew that all it took to make the transition to grownup bombshell was

to show her assets on a men's magazine.

Surprisingly, Maxim cover girls like Jennifer Love Hewitt and Melissa Joan Hart are all titillation and no action. They pose with just a hint of breast and a hint of ass while having a "Bambi caught in the headlights" look on their faces. Maxim and similar magazines seem to go out of their way to find covers whose images fly in the face of their sexualized pose. Hence the inclusion of "Posh Spice," Victoria Adams, whose image is a lot more reserved than her more-willing-to-bare-all counterpart Geri Halliwell, who has never done such a cover. Maxim has yet to showcase a woman like L'il Kim or Madonna, that is, a woman who brazenly bares her assets without that guilty pleasure aspect for the viewer.

So what's the difference? Madonna and L'il Kim are very different creatures from the teen-identified set. Each is a mature woman with a firm grip on her sexuality and, if there's one thing for sure, neither portrays herself as innocent on prime time television and a vamp-in-training in print. There's absolutely no fun in deconstructing this singular image because, frankly, after Madonna's Sex book and any one of L'il Kim's songs, there's no sweet, girlish image to deconstruct. These two are examples of women who are in control of their sexy perception and image. There are many of these types of women out there in the world. Ask around. You may find yourself with one's pager number.

Whether we want to admit it or not,

the Maxim cover influences the way we see young starlets. Since her cover, who has been able to see Sabrina the Teenage Witch as the wide-eyed innocent who has regular problems with her teenage boyfriend Harvey?

Not only has it encoded the dialogue of the show, it has influenced the way we interpret the actor. It no longer gives the reader/viewer a consistent view of the actor: instead, it demonstrates the marketing campaign behind what Maxim (and, in part, by Maxim's readers) think is sexy. Instead of breaking a stereotype, these cover subjects are included in another. Is this the future for the nubile young things? Why can't they be seen as girl-next-door, sexy, and intelligent? Is there a reason we can't interpret the subject as multi-faceted?

starlets are exposing their nubile bodies for the titillation

If we look around, however, there are a few of the younger Hollywood set who have managed to escape the cover girl curse. Natalie "Queen Amidala" Portman has yet to do one of these shoots. For the movie *Anywhere but*

Here, she was required to do a nude scene, but refused, stating that she was not ready to drop her drawers, despite the fact that she was 18 years old. The covers that she has been on are the covers of *Mademoiselle* and *Vanity Fair*.

On the other hand, Natalie Portman is not identified with the teen celebrity machine. While she does get the odd write-up for wearing something fabulous to an opening, her reputation is built on her work, rather than the efforts of her marketing gurus. Not only has she turned in consistently intelligent performances since her screen debut in *The Professional*, but she has also never appeared in lesser fare, preferring to save her talents for films worthy of her name.

And she's not alone. Christina Ricci proves time and again that her talent is only matched by her fierce intelligence, despite repeated media comments about her dumpteens (she wears a size two!). Even Claire Danes' loopy public image has never led her to pose in big hair and a thong.

Is she better off than the starlet squad? We don't know for sure. One thing we can say is that if starlets like Noxzema girl Rebecca Gayheart and She's All That's Rachel Leigh Cook want to exude real sexiness, they should try showing off a better film portfolio as opposed to their physical assets.

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New Hiring Can you help?



We are now hiring students to administer the Student Satisfaction Survey at George Brown College as part of the Key Performance Indicator initiative. This important project measures student satisfaction with their learning experiences at

George Brown College, as well as their satisfaction with the college's facilities, resources and services.

The survey will be given during regular class time the week of February 7-11.

We need students who would be able to administer the survey (go to the class, have them complete it, bring it back), for that week only, during your spares or days off. You are not expected to take any time off from your classes. There will be a requirement to attend a training and orientation session in January. You will be required to work a minimum of 10 hours for the week. Students able to work more will be able to do so.

Hiring will be contingent on a brief interview and commitment to attending the training and orientation session. Interviews will be on a first-come-first-served basis.

If you are available and are interested in earning some extra money (approx. \$7.00 per hour), tear this ad out, fill in the information below and return it to John Price in room 588C St. James Campus or fax it to (416) 415-4641.

For further information, call (416) 415-2543.

Name: _____

Student ID: _____

Day phone #: _____

Are you currently employed by George Brown College (circle one): YES NO

THE CITY
COLLEGE
GEORGE BROWN

Who's afraid of the Big Bad Wolf?

Culture (kul'cher) n. 1. The training, development and refinement of mind, morals and taste. 2. The condition thus produced: refinement; enlightenment.

By Kathe Lemon

Source: CUP Arts Bureau
VICTORIA (CUP) - At some point culture became an industry and a big money maker. It's time to look at the implications of more and more of our cultural industries being owned by fewer and fewer companies.

Watch a movie, rent a video, watch TV, read a book, go to a theme park. Chances are you're supporting one of the world's largest media conglomerates - Viacom.

With the relaxation of the United States laws on television channel ownership, Viacom, owners of Paramount Studios, bought CBS for \$37 billion in stock, making it the largest media buyout ever.

In the past decade, while other major networks have soared, CBS has faltered

Without a relation to a major studio, its programming became stale and often aimed at an age bracket much higher than that of ABC (owned by Disney) or FOX (Twentieth Century Fox). So will this buyout bring CBS much needed sprucing up from the Paramount team? Probably.

Bigger budget will mean that CBS will have more resources to pull from for programming. Shows will be glitzier and hipper. But not necessarily any different from what we're already seeing.

In fact, what is most likely to happen is that there will now be no possible way to get away from a Paramount product.

Viacom is everywhere and is implicated in every facet of the media industry. The company owns MTV, VH-1, Nickelodeon, CMT, Nashville Network,

UPN, Noggin (a channel for preschoolers), Famous Players, Blockbuster Video, Paramount Studios and Theme Parks, Simon and Shuster Books, and with CBS they get King World Productions (distributor of the Oprah Winfrey Show among others) and a billboard unit.

When Viacom makes a movie it is guaranteed to be shown in the theatres it owns, the video is guaranteed to be shown in its video stores, the movie shown on its TV channels, the spin-off records heard on MTV, the spin-off books published by Simon and Shuster and perhaps even flogged by Oprah's Book Club.

company from having too much control of the media. In a strange reversal, CBS actually owned Viacom until 27 years ago when stricter regulations forced them to separate.

But over the past decade the news has been full of media mergers - Time and Warner, and closer to home Seagrams and Polygram and Conrad Black's ever widening empire.

The implications of market control are obvious. Fewer choices available to the consumer, less competition usually resulting in higher prices. But then this happens in cultural industry, the results are a lot more threatening. Fewer choices can mean that only one side of the culture is shown, that only certain view points are portrayed. Through TV and books we learn what our society views as acceptable thoughts and behaviour. When fewer points are being portrayed it is easy to influence the public's thoughts.

Large cultural industries may be able to give us glitzy product, but often it doesn't do us any good. We're getting the Wonder Bread version instead of the whole wheat.

Shows will be glitzier and hipper

However, we're almost used to this kind of media control by now. There has been a reversal in the government regulations over media control in the past decade. In the late sixties, the US government was busy making laws that prohibited one

FREE LOVE

Yes, again this year *Dialog* offers free Love Personals that will run in our special **LOVE ISSUE**. Tell that special someone how much you care, admit to having a crush on your classmate, or just get plain old mushy about someone you love or lust after. Anything goes, but keep your personal to 25 words or less and leave out vulgar, sexist or offensive ideas or words. We reserve the right to edit. Send them to us at Room 159A, St James campus, e-mail them to dialog@canada.com or fax this sheet to (416) 415-2491. Do it now!

[illegible]

A chance to meet your match!

It's an opportunity to learn valuable skills and gain experience which will be a powerful asset in a future career. Youth Assisting Youth matches volunteers on a one-to-one basis with children who may be experiencing difficulties. Call today!

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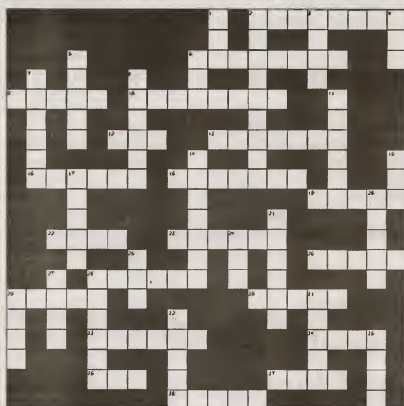
Why do I Volunteer?

FOR FUN TO GET FRIENDS TO LEARN NEW SKILLS TO ENHANCE MY RESUME NETWORKING FOR THE EXPERIENCE BECAUSE SOMEONE ASKED TO GET INCENTIVES OR PERKS TO LEARN ABOUT THE STUDENT ASSOCIATION DEVELOP LEADERSHIP SKILLS DESIRE TO BE POPULAR TO GET THE INSIDE SCOOP FRIENDS IN THE STUDENT ASSOCIATION CULTURE TO TAKES UP THE DEVELOP COMMON SKILLS A CLASS REQUIREMENT SELF ASTEROISK WANT TO MAKE FRIENDS TO LEARN NEW SKILLS TO ENHANCE MY RESUME NETWORKING FOR THE EXPERIENCE BECAUSE SOMEONE ASKED TO GET CONNECTED PERSONAL INTEREST AND OR DEVELOPMENT FOR INCENTIVES OR PERKS TO LEARN ABOUT THE STUDENT ASSOCIATION DEVELOP LEADERSHIP SKILLS DESIRE TO BE POPULAR TO GET THE INSIDE SCOOP FRIENDS IN THE STUDENT ASSOCIATION GUILT CULTURAL HAVE TO TAKES UP THE DEVELOP COMMON SKILLS A CLASS REQUIREMENT SELF ASTEROISK WANT TO MAKE FRIENDS TO LEARN NEW SKILLS TO ENHANCE MY RESUME NETWORKING FOR THE EXPERIENCE BECAUSE SOMEONE ASKED TO GET CONNECTED PERSONAL INTEREST AND OR DEVELOPMENT FOR INCENTIVES OR PERKS TO LEARN ABOUT THE STUDENT ASSOCIATION DEVELOP LEADERSHIP SKILLS DESIRE TO BE POPULAR TO GET THE INSIDE SCOOP FRIENDS IN THE STUDENT ASSOCIATION GUILT CULTURAL

Because I want to!

contact your student association

Crossword Puzzle by: Alda Kang



Across

- | | |
|--------------------------------|---------------------------|
| 2. horse drawn vehicle | 34. jump rope |
| 6. irregular | 36. small rodent |
| 9. swallow liquid | 37. suspend |
| 10. the outside | 38. used to entrap others |
| 12. make mistakes | |
| 13. speak softly | |
| 16. infant's bed | |
| 18. religious community | |
| 19. wind instrument | |
| 22. leaning tower | |
| 23. deep gorge | |
| 26. bright and intense | |
| 28. croquet or polo stick | |
| 29. feather | |
| 30. painful muscle contraction | |
| 33. building of worship | |

Down

1. steal from
2. large amphibious reptile
3. wander
4. evening before
5. compact, thick
6. tailless monkey
7. merrymaking
8. funeral carriage for casket
11. Alice in Wonderland author
14. neatly arranged
15. female sheep
17. keep away from
20. subject of discourse
21. hurt
24. millennium
25. having lived long
27. fine particles
28. trusted advisor
29. liquid measure
31. worker of stone
32. flow easily
35. pale colour

Continued from pg 3 Head up into the Wind

Dialog..

As an entrepreneur, I welcome City College News to our student community. That said, don't expect that we will share our scoops. Competition is a healthy part of the marketplace. I know that our Collective already expresses students concerns with the college, I cannot imagine that information from the bureaucracy could ever replace news from the students.

Well, after the informational meeting, I still have time to go upstairs at Casa Loma to get my hair done. My student hairdresser did an excellent job. In the time it took to colour and trim my hair, I had an opportunity to review the Change Project document and consider the future.

Let's head up into the wind. Now!

Continued from pg 3 Editorial

I believe that charity is fine, more people should do it. But realistically, the amount corporations donate to anything is peanuts to the amount of revenue they actually get. The way I see it, corporations are stealing the life blood out of this country, and they should be donating money, they should be donating a lot more than the peanuts they give.

On a happier note, it is nice to know that the end of the world didn't come. We are still alive, and there were no major catastrophes. I guess I can come out of my man hole cover.

POWER OF THE PRESS

The *dialog* Collective, publishers of *dialog*, George Brown College's exclusive student community newspaper, are looking for a few good people to help us shake the foundations. We deliver news and views to GBC every second Friday. You don't have to be a journalist and you don't have to have any experience. Drop by Room 159A at St. James campus today!

Volunteer Positions

Distribution Manager

You are a mature student with an excellent driving record. You can consistently volunteer three hours every second Friday morning to distribute *dialog* to all three campuses. A vehicle is provided for deliveries.

Office Assistants

You have the desire to work in a fast-paced office environment where you are part of a team producing a bi-weekly student community newspaper.

Horoscope Writer

Notice we didn't say astrologist. Can you write fun and entertaining horoscopes on a bi-weekly basis? Come see us.

Paid Position

Advertising Sales Representative

Working with our Advertising Manager, you will be able to generate new community advertising participation and earn valuable commission while working toward a placement position. We will train for ALL positions.

Horoscopes



ARIES

(March 20-April 19)

I'm thinking of someone you know. They are taller than you, with deep eyes and a powerful brain. Ask them to be your mentor. The wisdom of their years can be shared. This will be an experience you will remember always.

TAURUS (April 20-May 20)

Love lasts an eternity, sex for a brief few fleeting minutes. Are you gratified by a brief intense encounter? Stop watching the clock while you are making love. Love lasts forever, sex for a few fleeting minutes. Wear a love glove.

GEMINI (May 21-June 20)

Your granny is kinda pissed off! What have you been doing? Don't go through her drawers. They contain memories not to be shared. Take her for a walk in the sunshine. Tell her you love her.

CANCER (June 21-July 22)

We sit in the brilliant spring light at Stonehenge. Our eyes meet. ZOOM CLICK. We have locked in, but for what? His breath smells of decay. You don't believe the Bleaker people. Is this just a communal calendar? Lay back, take a deep breath. Listen for further instructions.

LEO (July 23-August 22)

You are inside a wooden box.

There is a muffled sound of people talking. You hear an organ and the sound of singing. Suddenly it comes to you. This may not have been a very good day, but it might be your last. But hark, the priest is saying that you shall not die but have everlasting life. Shit! Here

comes that damn Everready bunny! You awake in a sweat, bolt upright.

VIRGO (August 23-Sept 22)

When last we met, it was upon
Ilkley Moor, Wolfe the dauntless
hero came, and did those feet
in ancient times come riding,
riding? The poet in you
atrophyes. Words are expelled
from your TXT maker without
copyright or trademark. Oooh, I
think you stepped in an
apostrophe.

LIBRA (Sept 23-Oct 22)

"Why do you hang around with those grunts? Get a hair cut that makes you look sexy and kiss off the nose ring. Jump up Latin and hit the Highlife. Wait a second...what are you doing reading someone else's fortune? Everything I write for you is "personal and confidential"

SCORPIO (Oct 23-Nov 21)

You weren't born rich but there is no doubt you will die in that state. Spend your money while you still can enjoy it. Travel to

Provence in the spring, then head on to Venice. Get a haircut.

SAGITTARIUS (Nov 22-Dec 20)

LEARN QUARKXPRESS (Nov 22-Dec 20)
Learn QuarkXPress and do your nails. Lot's of people will be looking over your shoulder and personal grooming does count. Stop buying the nip of vodka at lunch; plan something else for the afternoon.

CAPRICORN (Dec 21-Jan 19)

We stood eye to eye, death and me. She poked be in the ribs, I slashed at the spiff in her jaw. You're safe for today but I'm not sure about tomorrow.

AQUARIUS (Jan 20-Feb 18)

How often have you felt for that thing in your pocket today? You're fixating on it. Greek men have worry beads, you have that thing. Yuck!

PISCES (Feb 19-March 19)

You've been fantasizing about sex haven't you? I can tell from the glow on your cheeks and the sweat on your palm. Release all that tension, you're a mess!

FREE LOVE

Yes, again this year *Dialog* offers three Love Personals that will run in our special **LOVE ISSUE**. Tell that special someone how much you care, admit to having a crush on your classmate, or just get plain old mushy about someone you love or lust after. Anything goes, but keep your personal to 25 words or less and leave out vulgar, sexist or offensive ideas or words. We reserve the right to edit. Send them to us at Room 159A, St James campus, e-mail them to dialog@canada.com or fax this sheet to (416) 415-2491. Do it now!



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